C1850-3

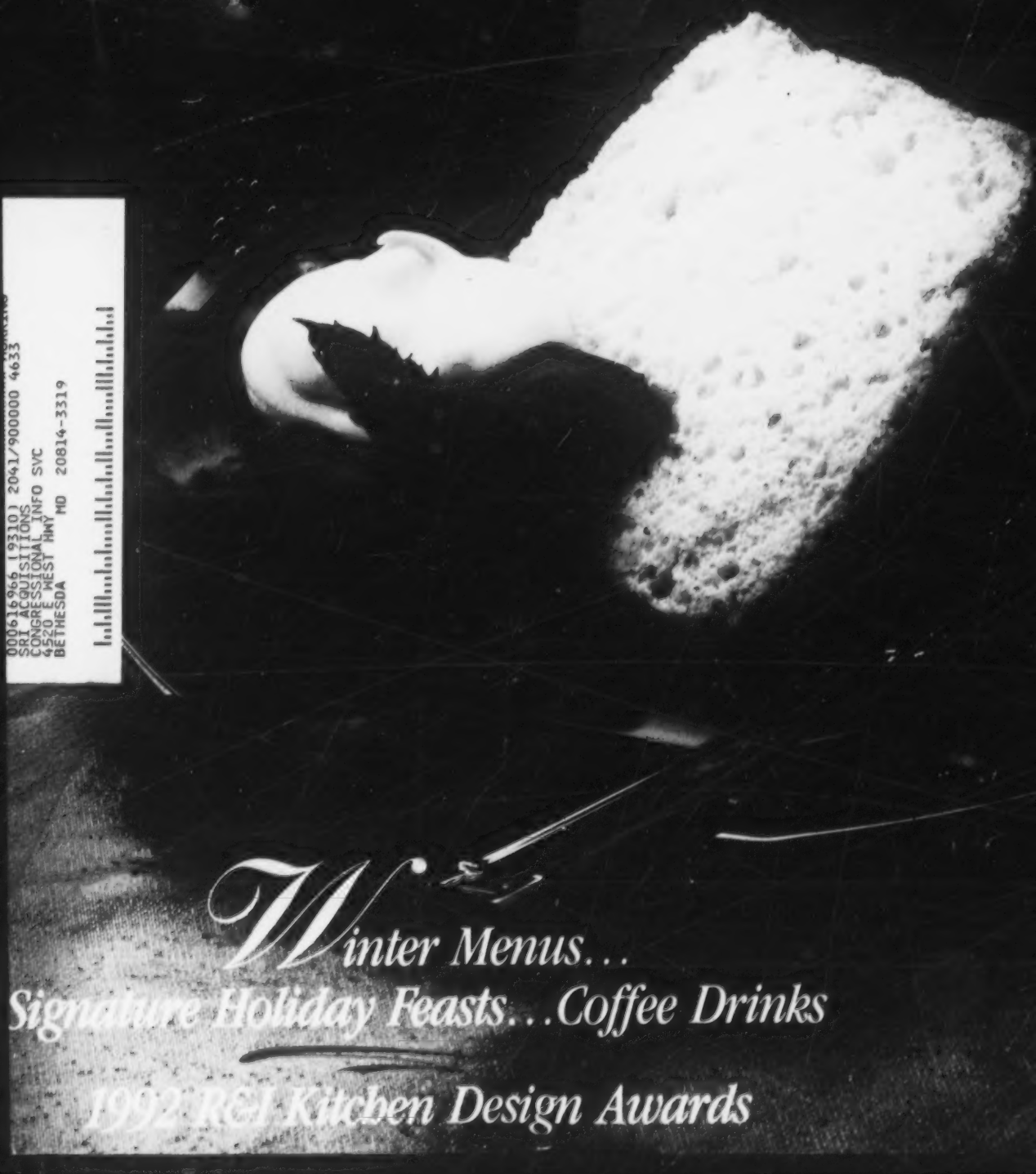
SERVING THE TOTAL FOODSERVICE INDUSTRY

OCTOBER 7, 199

RESTAURANTS & INSTITUTIONS

A CAHNERS PUBLICATION

00061696619310) 2041/900000 4633
SRI ACQUISITIONS
CONGRESSIONAL INFO SVC
4520 E WEST HWY
BETHESDA MD 20814-3319



Winter Menus...
Signature Holiday Feasts...Coffee Drinks
1992 R&I Kitchen Design Awards

VOL. 102, NO. 24

R&I CONTENTS/OCTOBER 7, 1992

R&I REPORT

COOKING UP CONTROVERSY. The biotech industry is creating a taste of the future, but will restaurants serve it? . . . 14

CHARLES BERNSTEIN. Wanted in the executive suite: stability, continuity, identity . . 18

THE MENU

SIGNATURE HOLIDAY MENUS. Chefs create celebratory feasts for Thanksgiving, Christmas and New Year's Eve. 22

RICE RECIPES WITH A DIXIE FIX. Southern rice dishes—entrees and sides—add tradition and taste to menus. 47

WARMING WINTER DRINKS. Coffee beverages too good to be true: tasty, profitable and easy to make. 56

ALL ABOUT COFFEE. What goes into the average cup of joe. 66

SPECIAL REPORT

NOT JUST FOR SHOW. 1992's Culinary Team U.S.A. rocks showboat with "display" food that judges can eat. 71

THE KITCHEN

BUILT TO PLEASE. The winners of *R&I*'s Food Facilities Design Award contest are customer- and staff-friendly. 80

RECIPES

RECIPES FOR FESTIVE FOOD. Chefs give preparation tips for their holiday menus. . . 112

DEPARTMENTS

Briefings 6
Viewpoint 11
Product Catalog 128
Classified Ads 138
Advertisers Index 144
Product Retrieval 144
Photo Credits 144
Reader Service Card 145

RECIPES IN THIS ISSUE

Hoppin' John with Pesto and Lump Crabmeat 50
Zydeco Gumbo 51
Chicken, Andouille and Shrimp Jambalaya 51
Vin Chaud 61
Irish Kiss 61
Apple Strudel with Caramel Sauce 116
❊ **Zippy Honey Dressing and Marinade** 116
Wild Rice Blini 120
Rack of Lamb with Won Tons Stuffed with Goat Cheese and Ratatouille 120
***R&I*'s Three-Way Recipe: Roasted Duck with Honey Glaze** 124
Grilled Eggplant Cannelloni 124
Opera Peanut-Butter Cake 126

ABOUT THE COVER

Festive and healthful angel food cake ends holiday meals on a light note. Story, page 22.

❊ A light recipe: reduced calories, fat, cholesterol and/or sodium

QUOTABLES

On consultants . . .

"Your antennas, your own individual antennas, generally tell the direction you need to go in. Yes, you need help along the way. But don't lose the internal compass that's driving your own system and your own business, because you didn't get there [without] some wealth of knowledge in the area that you're working in."

—John Teets, Chairman, The Dial Corp.

STATS

Trash Math

We thought we'd throw out the latest numbers on trash from the EPA.

- America now recycles 17% of its trash, up from 7% in 1980.
- Proving it's still a disposable society, Americans got rid of 196 million tons of garbage in 1990, 8% more than in 1988. That's about 4.3 pounds per person per day.
- Paper is still the biggest trash item in the United States, while the volume of foodservice packaging is only between 1% and 2%.
- In some areas, landfill is no longer an option, so in the '90s, we'll *burn* more trash in incinerators.

PEOPLE

Silver Plate Turnarounds

As Charles Bernstein documents in his column, "Wanted in the Executive Suite: Stability, Continuity, Identity," smart companies maintain stability by not shuffling top people. On the other hand, astute use of executive talent in the short term can help the industry.

A case in point is Steve Leipsner, an IFMA Silver Plate winner and shrewd foodservice operator. During his decade at Marriott, Leipsner enhanced the Marriott profile by introducing brand-name chains into the company's Travel Plaza operations. When Service America was on the financial ropes, it inveigled Leipsner to leave Marriott and help in a critical restructuring, which he accomplished over three years.

Now, Leipsner has accepted a new challenge—to repair the ailing Metromedia restaurant empire of Steak & Ale, Bennigan's, Ponderosa and Bonanza steakhouses, very much in need of a quality transfusion to win back disenchanted customers.

A Leipsner success here can only help everyone in the business and will likely establish him as the man to call when there's major repair work to be done.

PROMOTIONS

Restaurant Politics

Two ways to get into the campaign fray:

Charlie Brown's (Restaurant Enterprises Group) tried to have fun and sell prime rib with its "Prime Rib Dinner, $9.95 (includes your choice of *potatoe*)" campaign. But customers, wanting to protect the chain's good name—believe it or not—carped at them for being political. Charlie Brown's pulled the ad.

In a more practical tactic, **Domino's** is helping register voters by offering a free topping to anyone who fills out a registration card when picking up a carryout pizza. Champion of voter registration Jesse Jackson should send Tom Monaghan a thank-you note.

INFOSOURCES

Continuing Education

- The Culinary Institute of America, Hyde Park, N.Y., offers more than 40 short courses in cuisine, from basic skills to specialized ethnic dishes, such as a recent session taught by one of Spain's premier chefs. For a catalog, call: (800) 888-7850.
- Anglophiles should take advantage of a trip *R&I* is co-sponsoring with Reed Exhibition Companies to London and Birmingham, England, for Hotelympia, the main foodservice show in the United Kingdom. Side trips will include the opportunity to meet foodservice and hospitality experts, dining in representative English restaurants, visits to food shops, etc. Dates: Jan. 23-29. For information, call: (708) 390-2028. **—The Editors**

WHAT SERVICE REVOLUTION?

With all the talk about quality service, we asked 100 operators if they had instituted any new service procedures in the last six months. Their answer:

YES: 20% **NO: 80%**

Source: Cahners Bureau of Foodservice Research

R&I PRODUCT CATALOG

366 LAMB

Each cut (shoulders, legs, racks, loins) of certified lamb is carefully selected, sized and trimmed to minimize waste, according to the manufacturer. (800) 423-6204. ***John Morrell Foodservice.***

367 MICROWAVES

Microwaves feature an uneven energy distribution that puts more energy on the hard-to-heat center of the product and less on the easy-to-heat outer edges. (800) 553-0384. ***Panasonic.***

368 ALMONDS

Accent baked goods with almonds. For example, dress up the ordinary chocolate cake with chopped almond pieces. ***Blue Diamond Growers.***

TEA CONTEST

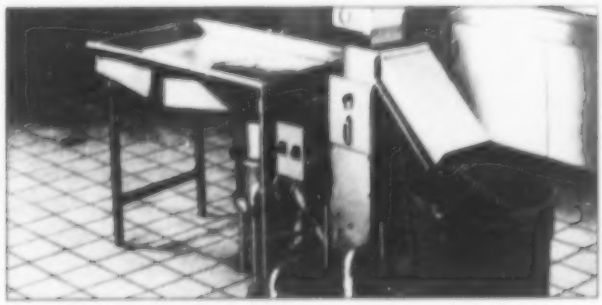
The 1992 Creativi-Tea contest for all college and university foodservice operators invites directors to develop a merchandising or promotional campaign for hot or iced Tea during the 1992-1993 academic year. The winner will receive free air fare and hotel accommodations to the 1993 NACUFS convention. (800) 331-8414. ***Tea Council of the USA.***

369 TRAINING PROGRAMS

Two new foodservice training videos have been released entitled "Module 2: Food Cost Control" and "Module 3: Foodservice Sanitation." The videos are targeted toward employees 16- to 35-years old. Kit includes VHS videocassette; a trainer lesson plan; and 10 activity workbooks that can be customized. (800) 347-6994. ***FSTV.***

370 WASTE EQUIPMENT

Mini Pulper waste pulping system handles up to 475 lb. of food waste per hour. Pulper chews waste, squeezes waste and compacts waste into semi-dry pulp. Manufacturer states waste volume is reduced by 85%, saving work and reducing harm to the environment. ***Hobart Corp.***



371 CROCKS AND PLATTERS

Marble octagonal crocks and platters chill quickly in refrigerated cases and are safe in temperatures of 10F to 200F. Crocks are available in 2 1/2- and 5-lb. capacities. Platters are available in 3 sizes. ***Continental/SiLite Intl.***

372 COFFEE SYSTEMS

After a no-cost consultation, company will develop a coffee brewer that enables all coffee service (regular, decaf and specialty blends) to be brewed from 1 machine. Brewers can be customized to accommodate everything from space constraints to high volume needs to color requests. (800) 788-1883. ***American Metal Ware Co.***

RESTAURANTS & INSTITUTIONS, a Cahners publication
1350 E. Touhy Ave., P.O. Box 5080, Des Plaines, IL 60017-5080 Phone: 708/635-8800

Cahners Publishing Company, A Division of Reed Publishing USA: Specialized Business Magazines for Building & Construction; Research; Technology; Electronics; Computing; Printing; Publishing; Health Care; Foodservice; Packaging; Environmental Engineering; Manufacturing; Entertainment; Media; Home Furnishings; Interior Design; and Lodging; Specialized Consumer Magazines for Child Care; Boating; and Wedding Planning

RESTAURANTS & INSTITUTIONS (ISSN 0273-5520) (GST #123397457) is published semimonthly (with an additional issue in January, March, May, July, September and November) in national, demographic and separate editions by the Cahners Publishing Company (subscription includes all issues). Cahners Publishing Company is a Division of Reed Publishing USA. 275 Washington St., Newton, MA 02158-1630. Terrence M. McDermott, President/Chief Operating Officer; Frank J. Sibley, Executive Vice President; Charles H. Moodhe, Senior Vice President/General Manager, Chicago Division; Jerry D. Neth, Senior Vice President/Publishing Operations; J.J. Walsh, Senior Vice President/Finance; Thomas J. Delamarra, Senior Vice President/Production and Manufacturing; Ralph Knupp, Vice President/Human Resources. Circulation records are maintained at Cahners Publishing Company, 44 Cook St., Denver, CO 80206-5800. Phone: 303/388-4511. Second-class postage paid at Denver, CO 80206-5800 and additional mailing offices. **Postmaster: Send address changes to RESTAURANTS & INSTITUTIONS, P.O. Box 173377, Denver, CO 80217-3377.** RESTAURANTS & INSTITUTIONS copyright 1992 by Reed Publishing USA. Robert L. Krakoff, Chairman and Chief Executive Officer. Annual subscription rates for nonqualified people: USA, 1 year $104.95, 2 years $177.95; Canada, 1 year $192.55, 2 years $326.95; Mexico, 1 year $179.95, 2 years $305.95; other countries, 1 year $234.95, 2 years $398.95 for surface mail and 1 year $374.95, 2 years $636.95 for air mail. Single copies are available for $20 (USA) and $25 (Canada, Mexico and foreign). The July 8, July 22 issues are available for $25 (USA, Canada, Mexico and foreign). Please address all subscription mail to RESTAURANTS & INSTITUTIONS, 44 Cook St., Denver, CO 80206-5800. RESTAURANTS & INSTITUTIONS has also been published as "INSTITUTIONS, Magazine of the Service World" and INSTITUTIONS/VOLUME FEEDING MANAGEMENT. RESTAURANTS & INSTITUTIONS and R&I are registered trademarks of Reed Properties Inc., used under license.